

# ACCESS, CHOICE, INVOLVEMENT

**A primary goal for any Book Fair is to get kids excited about reading.**

But how? Students need **access** to a wide variety of books, **choice** in what they read, time to practice reading and **family involvement**. You are actually encouraging kids to pick up a book by sharing our spectacular array of titles with them and welcoming their families to the Book Fair celebration.

It's easy to host an amazing Book Fair when you add some inspiration and have students help you out. Recruiting a **Student Crew** will instantly make your literary event the coolest place to shop for books. Kids attract other kids and they make reading look appealing. Plus, your Crew can work on real-life skills like **communication, teamwork, responsibility** and **creativity**.

Use this guide in conjunction with your **How-To Guidebook** (included in your Planning Kit) to create a **G.R.E.A.T.** Book Fair – **G**oals, **R**ecruitment, **E**xcitement, **A**dvertising and **T**ools. They contain everything you need to make your Book Fair a success!

**Thank you** for hosting a Scholastic Book Fair! You're helping kids become better readers and live better lives full of knowledge and understanding.



# SET AMAZING LITERARY GOALS

**Scholastic Book Fairs is your reading partner.**

A Book Fair, more than anything, is about promoting literacy and improving reading skills in a fun and engaging way. But, before you start making plans for an inspiring event, decide on your Book Fair goals.

There are many different kinds of goals that add up to more kids reading more books. Sell a set number of books or raise a specific amount of money in order to add additional books and educational resources to your school's library and classrooms. And when you use the various Book Fair programs, you'll inspire more participation and reach your goals in no time!

In order to meet your goals, teachers, students and their families need to know about them.

Here's how:

- Send letter home telling parents about Book Fair and outlining your specific goals.
- Post your goals on school website and in newsletter.
- Ask teachers to support Fair with class contests, reading activities and student previews.
- Involve your Principal and teachers in fun stunt challenges.
- Post your Goal Chart at school main entrance and track progress during Fair.
- Announce your goals during PA announcements and update daily.

